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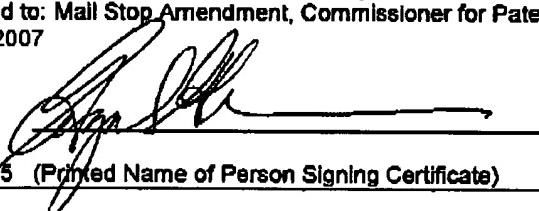
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Pages:	Cover + 1 + 4 = 6	Date: January 24, 2007
From:	Georgann S. Grunebach Assistant General Counsel	Fax: (310) 964-0941 Phone: (310) 964-4615

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Telephone No. (310) 964-4615 (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents

Attorney Docket No. PD-990193

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03-22-2000

- TRANSMITTAL FORM PTO/SB/21 (1 page)
- RESPONSE TO OFFICE ACTION DATED DECEMBER 26, 2006 (4 pages)

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TRANSMITTAL
FORM

(to be used for all correspondence after initial filing)

Total Number of Pages In This Submission

	Application Number	09/532,755
	Filing Date	March 22, 2000
	First Named Inventor	Craig Fineith
	Art Unit	2623
	Examiner Name	BELIVEAU, Scott E.
5	Attorney Docket Number	PD-990193

ENCLOSURES (Check off that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
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<input type="checkbox"/> Reply to Missing Parts/Incomplete Application	<input type="checkbox"/> Landscape Table on CD	
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Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	The Director Group, Inc.		
Signature			
Printed name	Georgann S. Grunebach		
Date	January 24, 2007	Reg. No.	33,179

CERTIFICATE OF TRANSMISSION/MAILING

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Typed or printed name	Georgann S. Grunebach	Date	January 24, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete. Including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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JAN 24 2007

PATENT
Customer No. 020991

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Finseth et al.

Serial No.: 09/532,755

For: "Method and Apparatus for
Transmission, Receipt and Display of
Advertisements"

Filed: March 22, 2000

Group Art Unit: 2623

Examiner: Scott E. Beliveau

Attorney Docket No.: PD-990193

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Georgann Grunebach
Registration No. 33,179
Attorney for Applicants

RESPONSE TO THE OFFICE ACTION DATED DECEMBER 26, 2006

Commissioner for Patents
Alexandria, VA 22313-1450

Sir:

In response to the official action dated December 26, 2006, please consider
the following remarks: